R.J. Reynolds Tobacco Company

M. J. GOODMAN
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January 29, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

March National promotion / Doral Buy 2 Packs-Get a Free Ash Tray

To: JOHN ZARBANTY

Doral product has been ordered (see quantities below), as well as the premium/shippers (item # 496991) to pack your March 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC-Code	Style or Item	# Cases (6m or 12m)
12300-15112	Doral Light King Size (Regular Product)	2 (12m)
12300-15212	Doral Lights 100's (Regular Product)	2 (12m)
12300-15706	Doral Lights Menthol King Size (Reg. Prod.)	4 (6m)
12300-15812	Doral Lights Menthol 100's (Reg. Product)	2 (12m)
12300-70504	Premium shipper case	110

These allocations will allow you to build :	110 Shippers
These shippers will service:	95 Retail Stores
Product/Premium Arrival:	February 20, 1996
Ship Date to retail	Week of March 4, 1996
The PO # for this order is:	
SKU Cube:	1.8303
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Savings Priced cartons
EFT $ Amount	
Non EFT Amount	$4,082.08

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Source: https://www.industrydocuments.ucsf.edu/docs/xkjy0000

Doral B2GF Ash Tray
Account: PETER P. DENNIS INC. / 153480

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get a free ash tray offers. 2 live packs of Doral should be placed in each sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to $205.33.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 58

Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. **0** shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

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Source: https://www.industrydocuments.ucsf.edu/docs/xkjy0000

DORAL BUY 2 PACKS/GET FREE ASH TRAY CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "National Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date:_____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Buy 2 get a free Ash Tray shippers (each shipper contains 4 Savings priced cartons).

# of Shippers Requested =======>

Authorized Signature: _____

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Source: https://www.industrydocuments.ucsf.edu/docs/xkjv0000

Wholesale Partners "Value Added" payment request form

Promotion: Doral March buy 2 packs get free Ash tray 1996 National Retail #600001

Note: Payment is based on $28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: **PETER P. DENNIS INC.**

RJR Account Number: **153480**

Displays Wrapped and Delivered: ~~110~~ 51

Value Added Payment Due: ~~$205.33~~ $95.20

Wholesale Partner Signature: x Joan Smith

RJR Representative: K-T. Wolfe

Payment will be mailed directly to the participating Wholesale Partner

==========Operations Office Use==========

Date Processed: _____

Processed by: _____

Voucher #: _____

Mailed to Phila
Rec 4/18/96

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Source: https://www.industrydocuments.ucsf.edu/docs/xkjy0000

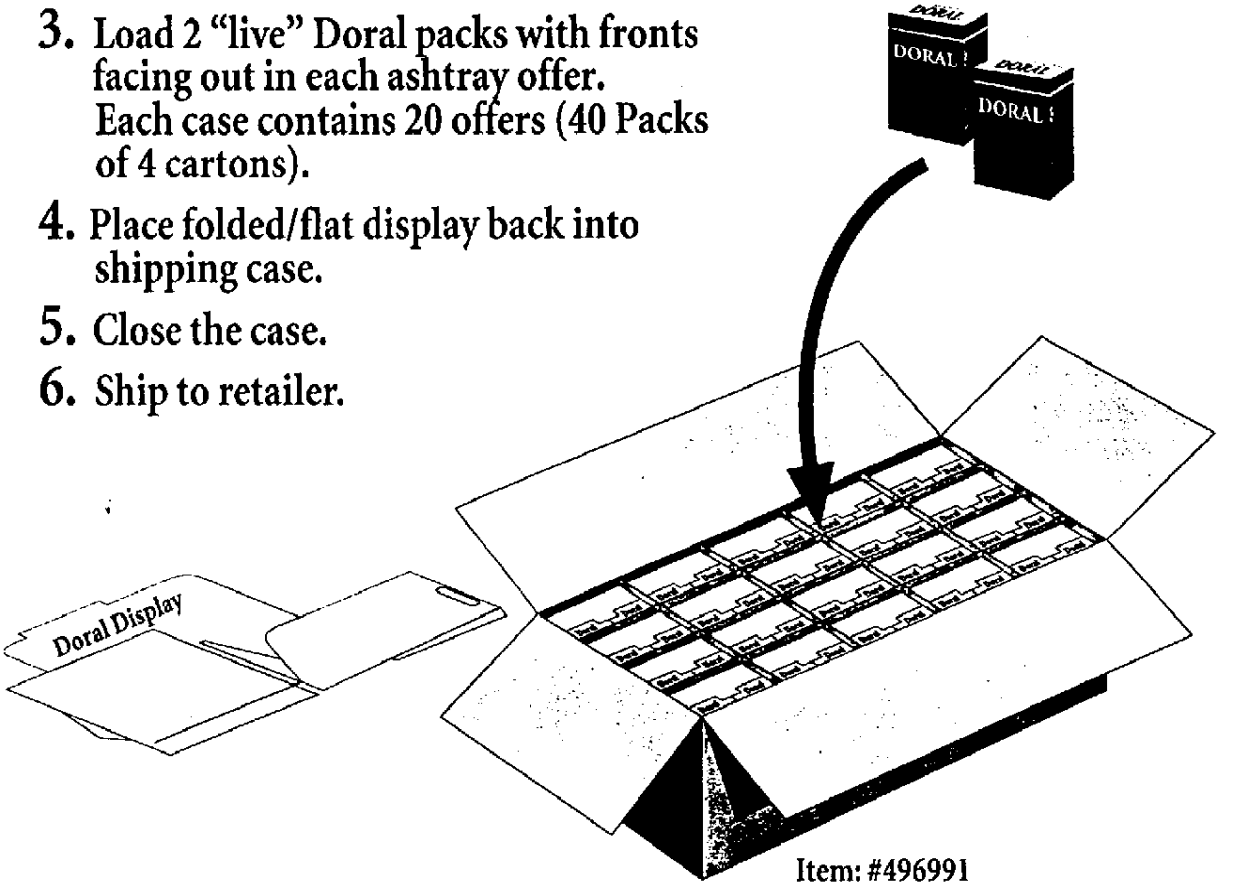
WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS – 1ST QTR. '96

March National Doral Ashtray w/2 Pks.

STEPS

1. Open Doral ashtray shipping case.
2. Remove folded/flat display which is packed on top of ashtray sleeves.
3. Load 2 "live" Doral packs with fronts facing out in each ashtray offer. Each case contains 20 offers (40 Packs of 4 cartons).
4. Place folded/flat display back into shipping case.
5. Close the case.
6. Ship to retailer.



Item: #496991
Description: Doral B2GF Ashtray

Brand Style	DORAL LTS. KING SIZE	DORAL 100's LIGHTS	DORAL LIGHT MENTH. KS	DORAL LIGHT MENTHOL 100		
Number of Cartons	1	1	1	1		

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WHOLESALER : 153480 PETER P. DENNIS, INC.
TEMPLATE : DORAL MARCH '96 ASHTRAY NATIONAL PROMO.
TEMPLATE SEQ : 0002
SALES LEVEL : 13XXXX

TERR	ACCOUNT	NAME	ADDRESS	CITY	ST	QUANTITY	TAX	CHAIN-ID	SUPPLIER
133004	040799	BAGEL SMITH	ROUTE 22 WEST	LEBANON	NJ	1	-		
133004	421036	BAGELSMITH	403 US HIGHWAY 22 E	WHITEHOUSE STAT	NJ	1	-		
133008	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	1	-		
133008	207113	BAGELSMITH	801 3RD AVE	ALPHA	NJ	1	-		
133008	639616	BAGELSMITH DELI	PERRYVILLE RD	HAMPTON	NJ	1	-		
133008	402557	DUTCH MILL	561 MILFORD WARREN GLEN RD	MILFORD	NJ	1	-		
133004	632549	GOOD SPIRITS & CO.	ROUTE 22 EAST	LEBANON	NJ	1	-		153480
133004	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	1	-		
133008	901022	HOLLIDAYS LIMITED	WALL STREET	OXFORD	NJ	1	-		
133008	437426	JIGGER SHOPPE	190 MAIN ST	HACKETTSTOWN	NJ	1	-		
133008	412304	JR COUNTRY STORE	RT. 31 NORTH	CLINTON	NJ	1	-		
133008	402542	NYKONS MARKET	ROUTE 46	GREAT MEADOWS	NJ	2	-		
133008	025230	PERRYVILLE LIQUOR	RD #1 BOX 389B	HAMPTON	NJ	1	-		
133008	402596	POHATCONG LIQ STORE	NEW BRUNSWICK	PHILLIPSBURG	NJ	1	-		
133008	523455	PROMISE LAND STORE	821-825 RT. 519	PHILLIPSBURG	NJ	1	-		
133008	642920	R & R STATION	11 FRENCHTOWN RD	MILFORD	NJ	1	-		
133008	075543	R.D.J. SERVICE CENT.	ROUTE 46	GREAT MEADOWS	NJ	1	-		
133008	545013	ROSSNAGLE MOBIL15H8V	RT. 22 & ROSEBERRY	PHILLIPSBURG	NJ	2	-		
133008	401383	SCHOOLEY MT GENSTORE	250SCHOOLEYMTRD	LONG VALLEY	NJ	1	-		
133008	695712	SKOOGY'S DELI	110 GREENWICH ST	BELVIDERE	NJ	1	-		
133008	337931	SUNRISE DELI STORE	195 MAIN ST	HACKETTSTOWN	NJ	1	-		
133008	583195	VILLAGE SHOP	185 RT 206	FLANDERS	NJ	1	-		
133008	402538	WARREN COUNTY LIQUOR	260 W. WASHINGTON AVE./RT 57	WASHINGTON	NJ	1	-		
133008	771816	WARREN GLEN GROCERY	ROUTE 627	BLOOMSBURY	NJ	1	-		
133209	691816	ABC MARKET	219 HAMILTON STREET	ALLENTOWN	PA	1	-		
133208	839977	BOB'S C-MART & DELI	2134 NORTHAMPTON ST	EASTON	PA	2	-		
133209	184295	GOOSEY GANDER	2499 WILLOW PARK RD	BETHLEHEM	PA	1	-		
133209	183679	HEIGHT MARKET	1811 10TH ST	BETHLEHEM	PA	2	-		
133208	377831	HELLERTOWN NEWS INC.	1236 MAIN ST	HELLERTOWN	PA	1	-		153480
133208	671548	INTERSTATE MKT	480 INDUSTRIAL DR	EASTON	PA	1	-		
133208	633814	MASRI'S MINI MKT	1041 BUTLER ST	EASTON	PA	1	-		
133208	305167	QUAKERTOWN FOOD MART	1610 N OLD BETHLEHEM PK	QUAKERTOWN	PA	3	-		153480
133209	597612	QUICK MART	807 HANOVER AVE	ALLENTOWN	PA	3	-		
133208	216790	RT. 663 SERVICE CNTR	2030 ROUTE 663	QUAKERTOWN	PA	3	-		
133209	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	3		3857-0000	
133209	184159	7-11 #11392	2930 LINDEN ST	BETHLEHEM	PA	3		0001-0402	
133209	606548	7-11 #23322	11 E SUSQUEHANNA ST	ALLENTOWN	PA	2		0001-0402	

PAGE BREAK TOTAL ACCOUNTS 37 TOTAL QUANTITY 52

TEMPLATE TOTAL ACCOUNTS 37 TOTAL QUANTITY 52

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